

For immediate release

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ITN Source & Rex Features form international Stills licensing partnership

ITN Source, the footage licensing division of ITN, has formed a global partnership agreement with Rex Features, the independent photographic agency and picture library, enabling ITN Source to license Still images in order to complement their extensive footage library.

The partnership has been formed in response to a growing demand from clients in the Broadcast sector to access Still images for use in archive-based productions. The collaboration between ITN Source and Rex began in July last year with a trial in the UK and it is now being rolled out to all territories globally excluding Japan, Austria, Denmark, Sweden Finland and Norway.

The agreement marks the first time that ITN Source has chosen to partner with a specialist in the Stills sector and both companies believe the partnership creates a compelling Stills and Footage offering that will help to simplify the sourcing and licensing process for their clients.

Rex Features celebrated its 60th anniversary in 2014 with ITN reaching that milestone this year and based on their strong news heritage, a real synergy exists in the content they represent. Both companies also have representation agreements with ITV Studios, Rex for Stills and ITN Source for clips and so for the first time, clients will be able to license footage and stills from this extensive archive from a single source.

Rex Features has over 10 million images that are searchable online as well as a further 15 million images that are kept in its archives. ITN Source has over 2.8 million archive news clips, programmes and film titles, representing almost 500,000 hours of footage dating back to 1896.

As part of the agreement, ITN Source will be creating and supplying over 100,000 ITN stills to the Rex Features collection, covering a whole host of iconic news events captured over the last 60 years.

Andy Williams, Managing Director at ITN Source, says: "When we began looking at the Rex Features Stills archive, we were all struck by the synergies with our footage and the opportunities this would present for our clients in the broadcast sector. We are delighted with the success of the UK trial and are excited at the potential of rolling this out to our clients globally."

Larry Lawson, Managing Director of Rex Features says: "In providing still images, Rex already has a strong relationship with clients in the TV sector. But now, where production companies may wish to combine the acquiring rights for both still and moving imagery, this relationship with ITN Source provides an easy one-stop shop approach."

Press Contact:

Laura Roberts, Head of Press, ITN – +44 (0)20 7430 4825 / laura.roberts@itn.co.uk

About ITN Source

ITN Source is the footage licensing division of leading news and multimedia content provider, ITN. ITN Source syndicates on-the-day and archive content to a global customer base. Its content spans multiple genres including news, drama, celebrity, environment, music, comedy, wildlife, natural history and film. ITN Source represents archive footage from ITN, Reuters, ITV, Fox News, Fox Movietone and ANI, amongst many others. ITN Source has offices in London, New York, Paris, Sydney, Singapore and Tokyo as well as numerous agents across the globe.

More information can be found at www.itnsource.com.

About Rex Features

Rex Features has an international reputation as a premier source of images and features for the world's media. Now a division of Shutterstock, Rex Features represents hundreds of archive collections and partner agencies including Sipa Press, Associated Newspapers, BAFTA, StudioCanal, Colorsport, Time Out, Independent Newspapers, along with encyclopaedic film, TV, music and royalty collections spanning many decades.

They have offices in London and Los Angeles, and partner agencies in over 40 countries. Every day Rex Features gather many thousands of new images from an army of suppliers from all around the world and supply them to professional clients in all media sectors. Editors work 24/7 providing a comprehensive service of topical material.